

Alex Annand

CIT 230

MWF 11:30-12:30

Persona's Name: Mommy Mollie

Age: 22-35

Lives in: Gilbert, Arizona

Occupation: Stay at home mom

What types of activities does this persona do online?

1. Pinterest
2. Online shopping
3. Shares family photos on Instagram
4. Looks up restaurants to eat lunch with her friends
5. Searches for workouts to do at home

What activities would this persona perform on your web site?

1. Search for a few new outfits for the new season
2. Browse through the clothes to get a sense of the latest trends
3. Look for sales
4. Buy a new pair of jeans that are cute and comfortable
5. Buy a top to wear out with her friends

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest). Please provide the **questions** and **answers** to the questions.

1. Question: Who...is your demographic?

Answer: Our demographic includes men and women 18-35

2. Question: What...is your return policy?

Answer: Our return policy can be found under the FAQ tab.

3. Question: Why... are your clothes more expensive than some?

Answer: We only offer quality products so we can guarantee customer satisfaction

4. Question: Where...can I find a new dress?

Answer: Under the tab Womens>Dresses

5. Question: When...do you have sales

Answer: We constantly have items on sale under our sales tab, store-wide sales are announced in our newsletter and social media.

6. Question: How... Can I hear about your sales and new arrivals?

Answer: You can hear about our sales, new arrivals, and other announcements by subscribing to our newsletter and following us on Instagram.

Persona's Name: College girl Caley

Age: 18-26

Lives in: Seattle Washington

Occupation: College student

What types of activities does this persona do online?

1. Homework
2. Reads the news
3. Watches her favorite TV shows
4. Researches current events
5. Social Media

What activities would this persona perform on your web site?

1. Searches for new accessories that are trendy
2. Browses the new clothing
3. Buys a pair of boots that are a new style to wear around campus
4. Buys a new dress to wear on a night out with her friends
5. Looks for a new shirt to wear in her next Instagram post

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest). Please provide the **questions** and **answers** to the questions.

1. Question: Who... likes this style?

Answer: Our clothes include casual and comfortable clothes to be worn anywhere from around the house to out for a casual night with friends

2. Question: What...is the price of these shoes?

Answer: When not on sale, shoes are anywhere from \$30-\$60.

3. Question: Why...Should I buy from here?

Answer: We are a family owned business with great customer service, only sell quality items, and stay on top of the latest trends.

4. Question: Where...can I find items on sale

Answer: under the sales tab

5. Question: When...do you put out new items?

Answer: We put out new items every week

6. Question: How...do I sign up for a newsletter?

Answer: click the "sign up" button at the bottom of the homepage

Persona's Name: Urban Andy

Age: 24-35

Lives in: Austin, Texas

Occupation: Data analyst

What types of activities does this persona do online?

1. Go on Facebook
2. Play video games
3. Read consumer reports
4. find local activities to do with his wife and kids
5. chat with his friends

What activities would this persona perform on your web site?

1. Browse new clothes to wear to work
2. Find a new shirt to wear on the weekend
3. Look for a hip new tie
4. get a gift card for his wife
5. buy a sweater for the new season

What questions would this persona have or want answered from your website starting with who, what, why, where, when, how (you fill in the rest). Please provide the **questions** and **answers** to the questions.

1. Question: Who... Can help me with a billing problem?

Answer: Our customer service number can be found in the FAQ tab

2. Question: What... types of men's jackets do you sell

Answer: We currently have black faux leather jackets, and bomber jackets and athletic jackets in multiple colors

3. Question: Why... are you only online?

Answer: To reach more people.

4. Question: Where...Can I find your ties?

Answer: under the tab Mens>Accessories

5. Question: When... will you get more items in stock?

Answer: If an item is out of stock, you can submit your email to be notified if and when it comes back online.

6. Question: How... Do I buy this item

Answer: Select the item, click add to card, and then click check out and enter your information.